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NEW ORLEANS SAINTS RB REGGIE BUSH **VOTED WEEK 1 DIET PEPSI NFL ROOKIE OF THE WEEK**

Winner Selected By Fan Vote on NFL.com and Via Sprint Wireless Service

Voters on NFL.com and via Sprint wireless service have made their choice. Running back **REGGIE BUSH** of the New Orleans Saints is the **DIET PEPSI NFL ROOKIE OF THE WEEK** for games played on September 7-11, the NFL announced today.

Bush ran for 61 yards on 14 carries and caught eight passes for 58 yards in the Saints' 19-14 victory over the Cleveland Browns. Bush, who added three punt returns for 22 yards, recorded 141 all-purpose yards in his NFL debut.

More than 38,500 fans voted this week on NFL.com and via Sprint wireless service. Bush was selected from among five finalists. The other finalists were running back **MIKE BELL** of the Denver Broncos, defensive back **CORTLAND FINNEGAN** of the Tennessee Titans, punter **RYAN PLACKEMEIER** of the Seattle Seahawks and linebacker **DE MECO RYANS** of the Houston Texans.

After the regular season, five players will be nominated for Diet Pepsi NFL Rookie of the Year honors. Fans can vote for the winner on NFL.com and via Sprint wireless service throughout the month of January. The winner will be announced at a press conference at Super Bowl XLI in South Florida.

This is Pepsi's fifth year as the official soft drink sponsor of the NFL and the second year that Diet Pepsi will present the NFL Rookie of the Week and NFL Rookie of the Year awards.

2006 DIET PEPSI NFL ROOKIE OF THE WEEK

Wk 1 RB Reggie Bush (Southern California)

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